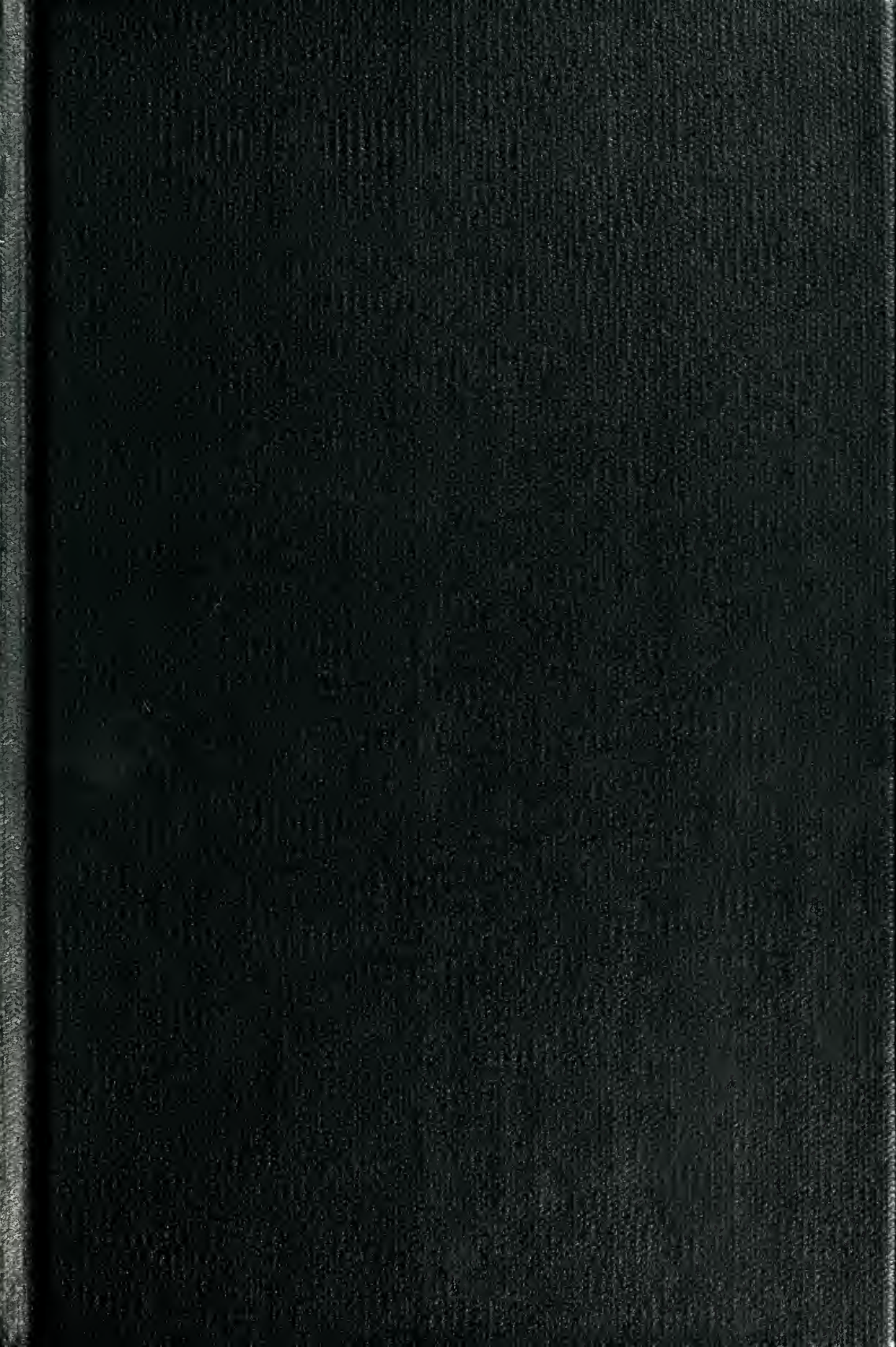
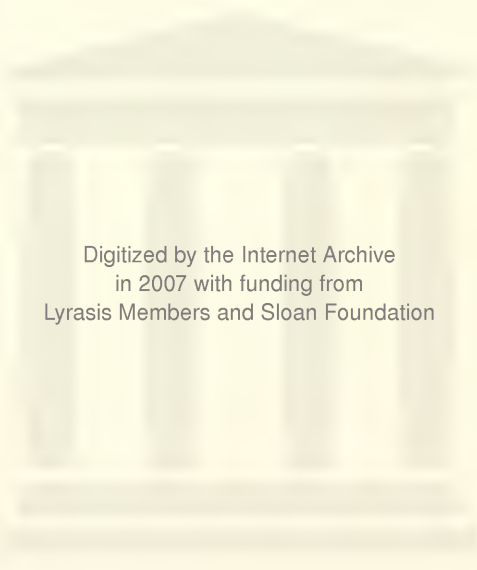




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THE AMERICAN UNIVERSITY

THE TRANSPORTATION AND LOGISTICS PROGRAM

The Transportation and Logistics Program of The American University consists of three major divisions:

- Academic program leading to various degrees, undergraduate and graduate;
- Transportation and Logistics institutes;
- Transportation and Logistics Research Center.

Degree Courses in Transportation and Logistics

Full-time Staff:

Dr. Marvin L. Fair, Director of the Program

Dr. Myles E. Robinson, Professor of Transportation and Marketing

Dr. Herschel Cutler, Associate Professor of Transportation

Herbert O. Whitten, Director of Transportation and Logistics Institutes

Students find many unique and outstanding opportunities at the School of Business Administration of The American University. A pioneer in transportation education, the University offers the advantage of a carefully designed curriculum plus the unequalled research resources and concentration of experts to be found in the nation's capital.

Specialization in Transportation and Logistics leads to the degrees of Bachelor of Science in Business Administration, Master of Business Administration, Master of Arts in Economics, Ph.D. in Business Administration or Ph.D. in Economics. Students may enroll for full or part-time study.

The curriculum provides an effective educational background for executive responsibilities and preparation for examination for admission to the American Society of Traffic and Transportation and to practice before a regulatory commission.

The Fletcher and the Southern Railway Transportation Fellowships for graduate study are awarded annually. Part-time paid Graduate Internships with local transportation associations, private carrier organizations, transportation consultants and government agencies, providing valuable professional and research experience, are also available.

School of Business catalogs and application forms may be requested from the Admissions Office.

Twentieth Anniversary

PHYSICAL DISTRIBUTION MANAGEMENT INSTITUTE

March 13-20, 1968

**DISTRIBUTION MANAGEMENT
FOR PROFIT
AT HOME AND ABROAD**



THE AMERICAN UNIVERSITY
School of Business Administration
Transportation and Logistics Program
Washington, D. C. 20006

TWENTIETH ANNIVERSARY PHYSICAL DISTRIBUTION MANAGEMENT INSTITUTE

An executive development program for:

- *Physical Distribution Managers*
- *Logistics Specialists*
- *Fleet Managers*
- *Other Management Personnel in*

Inventory Control

Purchasing

Market Research

Warehousing

During the month of March, 1968, The American University will celebrate the twentieth anniversary of what is perhaps the nation's oldest executive management institute designed to prepare traffic and distribution managers for advancement. During these twenty years almost a thousand men and women from traffic and transportation organizations have participated as enrollees in this institute. Many of them have risen to high positions as general traffic managers and some are vice presidents of transportation, traffic or distribution. Enrollees of this institute have come not only from industrial traffic departments but also from various carrier organizations, particularly the railroads, and from the transport agencies of the government.

Over the years it has been a very well attended institute because we have brought to the program outstanding men in industrial traffic management and in more recent years, the leaders in distribution management and logistics. The evolution of traffic management into distribution management has presented new challenges for broader perspective on the part of traffic management and for the use of new tools of management. This institute has attempted to adjust the level and quality of its program to meet these new demands.

The basic theory of The American University's institute program is: 1) that future senior executives largely come from the middle and junior executive

levels, (2) that in modern complex business the man in junior management tends to be a functional specialist, (3) that to be prepared for advancement to larger responsibilities, the middle or junior management person must obtain the general picture of his industry and of the various departments of his firm so as to integrate his activities in line with the purpose of his company, and (4) that a familiarity with the new tools of management is essential in today's competitive market. Each student has an opportunity to increase his personal growth and development by expressing his views and obtaining answers to his problems from leading authorities, and by joining with fellow enrollees in brain-storming sessions.

This year we have added the First International Physical Distribution Forum, which is co-sponsored by the National Council of Physical Distribution Management, Inc., and which will coincide with the Institute, giving the participants an unusual opportunity to examine the complex problems of distribution in the world markets. Leaders in the international distribution area will present and discuss major current problems of logistics and physical distribution in the international markets. The International Distribution Forum is open to separate registrations for those executives who are able to attend only these presentations.

The Physical Distribution Management Institute is one of several executive development transportation institutes at American University. The Transportation Institute Program has long included other institutes relating to air, rail, water, and motor transportation and workshop conferences on coordinated transportation. Because of its broad and long-time service in the various categories of transportation management, The American University has attained a unique position. In furthering the enrichment of the institute program, we invite your assistance and participation.

Twentieth Anniversary
PHYSICAL DISTRIBUTION MANAGEMENT
INSTITUTE

MARVIN L. FAIR

Director, Transportation and Logistics Program

HERBERT O. WHITTEN

Director, Transportation and Logistics Institutes

Theme:

"Distribution Management for Profit at Home
and Abroad"

WEDNESDAY, MARCH 13, 1968

a.m.

8:30- 9:00 Registration

Gold Room of Woodner Hotel, 3636 16th
Street, N.W., Washington, D. C.

9:00- 9:30 Welcome

Dr. Marvin L. Fair, Professor of Transportation,
Director, Transportation and Logistics
Program

Orientation

Herbert O. Whitten, Director Transportation
and Logistics Institutes

9:30-12:30 PHYSICAL DISTRIBUTION AND
MODERN MANAGEMENT

Keynote Address:

Management and Logistics

Dr. E. Grosvenor Plowman, Business Lo-
gistics Consultant, Portland, Maine

Your Role as a Manager

Dr. Nathan A. Baily, Dean, School of
Business Administration, The American
University

p.m.

1:40- 4:45 Moderator: *Charles K. Brockett*, Graduate
Assistant

Management and the Distribution System

Harold T. Reed, Director of Transporta-
tion, McGraw-Edison Power Systems
Division, Milwaukee

Trends in Transportation, Distribution
and Marketing

Warren Blanding, Executive Vice Presi-
dent, Marketing Publications, Inc.

4:45- 5:00 Election of Class Officers

THURSDAY, MARCH 14, 1968

a.m.

9:00-12:30

CENTRALIZED OR DECENTRALIZED DISTRIBUTION SYSTEMS

Moderator: President of the Institute Class
**Purchasing and Production Transportation
Management**

Leslie C. High, General Manager-Transportation, Campbell Soup Co., Camden, N. J.

Warehousing and Distribution

Robert W. Robinson, President, D. H. Overmyer Co., New York

p.m.

1:40- 5:00

Moderator:

Brigadier General Adriel N. Williams, USAF, Director of Transportation, DCS/S&L

Establishing the Logistics System

Wendell M. Stewart, Management Consultant, A. T. Kearney & Company, Inc., Chicago

Military Logistics

a. Defense Traffic Management

Paul R. Chagnon, Deputy for Traffic Management, Directorate of Freight Traffic, MTMTS

b. Military Procurement and Supply

Lt. General Earl C. Hedlund, USAF, Director, Defense Supply Agency, Alexandria, Va.

FRIDAY, MARCH 15, 1968

a.m.

9:00-12:30

TRANSPORTATION—MAKE OR BUY

Moderator: Vice President of the Class

The Case for Purchased Transportation

Charles E. Creager, Transportation Consultant, Germelman, Alt and Creager, Winchester, Va.

Vehicle Scheduling Program

Industry Representative, IBM Corporation

p.m.

1:40- 5:00

TO HAVE AND TO HOLD—OR— TO BREAK AND TO LOSE

Moderator: *Joseph C. Scheleen*, Editor, *Traffic World*

Protective Packaging

Carl E. McDowell, Executive Vice President, American Institute of Marine Underwriters, Inc., New York

Automation of Freight Claims

M. E. Good, Director, Freight Claims, Baltimore & Ohio Railroad, Baltimore, Md.

Relevant Transportation Costs

Dr. Herschel Cutler, Associate Prof. of Transportation, The American University

First
INTERNATIONAL PHYSICAL DISTRIBUTION
FORUM

of
THE AMERICAN UNIVERSITY
Washington, D. C.

March 15-16, 1968

Theme:
THE WORLD IS YOUR MARKET
HOW DO YOU REACH IT?

FRIDAY, MARCH 15, 1968

5:30- 6:30 Forum Registration
(Not required of Institute registrants)
Woodner Hotel, 3636 Mass. Ave. N.W.

7:00- 9:00 DINNER SESSION

Welcome in behalf of The American University:
Dr. Nathan A. Baily, Dean, School of Business Administration

Welcome in behalf of NCPDM:
George A. Gecowets, Editor, Transportation and Distribution Management; Vice President, NCPDM

Toastmaster:
Dr. Marvin L. Fair, Professor of Transportation, The American University

Address:
International Aspects of Transportation
Ray R. Cope, Commissioner for Research, Canadian Transport Commission, Ottawa

SATURDAY, MARCH 16, 1968

8:30- 9:00 Late Registration

9:00-12:30 Moderator: *Peter Engelmann*, Transportation Division, International Bank for Reconstruction and Development

Coordination of Distribution in World Markets

O. I. M. Porton, General Manager, Atlantic Container Line, New York

Distribution in South American Markets

Harry E. McKillop, Staff Vice President, Cargo Sales and Service, Braniff International, Dallas

Distribution in the Far East Markets

Dr. Herbert Glazer, Professor of Economics, Sophia University, Tokyo; Visiting Professor at The American University

New Horizons in International Distribution

Charles E. St. Jeor, Vice President-Marketing, IML Freight, Inc., Salt Lake City

12:30-2:00 LUNCHEON SESSION

Toastmaster: *Dr. Udo E. Kramer*, Associate Professor of International Business, The American University

Address:

Facilitation of International Trade

Robert J. Blackwell, Director, Office of Facilitation, Department of Transportation

2:15- 4:45 U.S. Transport—The International Land-Bridge

Moderator: *James N. Sites*, Assistant Vice President, Association of American Railroads

John G. Flint, Principal, McKinsey & Company, Inc., New York City

M. M. Christy, President, The Western Pacific Railroad Company, San Francisco

Speaker to be announced

PHYSICAL DISTRIBUTION MANAGEMENT
INSTITUTE (Continued)

MONDAY, MARCH 18, 1968

a.m.

9:00-12:30 IMPACT OF TRANSPORT PRICING ON
PHYSICAL DISTRIBUTION

Moderator: *Dr. John E. McGrath*, Asst. Director,
Transportation and Economics, U. S.
Post Office Department

Dealing With Certain Complexities in
Rates and Tariffs

Donald V. Keyes, Director of Research &
Training, Academy of Advanced Traffic,
New York

Computerization and Transport Rates

J. V. Hoffman, General Manager, Middle
Atlantic Conference

Weight/Cube Rates Can Cut
Distribution Costs

Herbert O. Whitten, Director of Transportation
Institutes, The American University

p.m.

1:40- 5:00 PROBLEMS OF PHYSICAL
DISTRIBUTION

Moderator:

Paul E. Jamison, Associate Editor, *Transportation & Distribution Management*

Small Shipments Are Big Business

Bruce J. Riggs, General Traffic Manager,
Behr-Manning, Troy, N. Y.

Coordinating Sales and Distribution

Kenneth G. Fraser, General Traffic Manager,
Raytheon Co., Lexington, Mass.

Analysis of Distribution Costs

Charles W. Smith, Director, Distribution
Research & Planning, National Biscuit
Company, New York

TUESDAY, MARCH 19, 1968

a.m.

9:00-12:30 ANALYTICAL TOOLS AND
OPERATIONS RESEARCH IN
PHYSICAL DISTRIBUTION

Moderator: *Charles E. Creager*

Mathematics of Physical Distribution

Harry J. Bruce, Manager, Market Development, Spector Freight System, Inc., Chicago, Ill.

Market Research and Physical Distribution

Dr. Myles E. Robinson, Professor of Marketing and Transportation, The American University

p.m.

1:40- 5:00 Moderator: President of the Class

Use of Computers in Physical Distribution

J. C. Wahl, Assistant Director of Transportation, General Mills, Inc., Minneapolis

MAGIC Applied to Plant and
Warehouse Location

Eugene M. Lewis, Systems Planner, Advanced Systems, Chicago & North Western Railway, Chicago

WEDNESDAY, MARCH 20, 1968

a.m.

9:00-12:30 MANAGERIAL ASPECTS OF PHYSICAL
DISTRIBUTION

Moderator: Vice President of Institute Class

Communicating the Distribution Message

Edward C. Ashdown, Director, Distribution & Systems, Grocery Manufacturers of America, Inc., New York

Designing the Distribution System

Harvey N. Shycon, Vice President, Booz-Allen & Hamilton, Inc., New York

The President Looks at Distribution

Robert J. Franco, President, Gilbert Shoe Stores, Inc., Columbus, Ohio

p.m.

12:40-2:15 LUNCHEON SESSION

Luncheon Address:

Regulatory Trends and Issues

H. Neil Garson, Secretary, Interstate Commerce Commission.

2:15- 3:00 RECENT TRANSPORTATION
LEGISLATION PROPOSALS

John Guandolo, Attorney; Lecturer in Interstate Commerce Law and Practice, School of Business Administration, The American University

3:00- 5:00 REVIEW AND DISCUSSION OF WORK
GROUP COMMITTEE REPORTS

Moderator: President of Institute Class

6:30- 8:30 CLOSING DINNER MEETING AND
PRESENTATION OF CERTIFICATES

Address:

**The Future of Transportation and
Distribution**

W. E. Maley, Director of Distribution, United States Borax & Chemical Corp., Los Angeles, California; President, National Industrial Traffic League

Presentation of Certificates

Dr. Marvin L. Fair



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Herbert O. Whitten, Director of Transportation and Logistics Institutes

Dr. Edwin G. Caudill, Assistant Professor of Business Administration; Assistant Director of Doctoral Program

Charles K. Brockett, Fletcher Fellow, Graduate Assistant

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The Fletcher and the Southern Railway Transportation Fellowships for graduate study are awarded annually. Part-time paid Graduate Internships with local transportation associations, private carrier organizations, transportation consultants and government agencies are also available, providing valuable professional and research experience.

School of Business catalogs and application forms may be requested from the Admissions Office.

PHYSICAL DISTRIBUTION MANAGEMENT INSTITUTE PLANNING COMMITTEE

- William A. Bresnahan*, Managing Director, American Trucking Associations
- William J. Burns*, Executive Vice President-Eastern Division, Tri-State Transit Co., Arlington, Va.
- Lestor J. Dorr*, Executive Secretary, The National Industrial Traffic League
- Brig. Gen. Jack Fuson*, Director of Transportation, DCS-LOG, Department of the Army
- Roland L. Guyotte, Jr.*, Executive Assistant to Commander and Senior Transportation Adviser, Military Traffic Management and Terminal Service, USA (Alternate)
- Arthur Lane*, Director of Traffic, Charles Pfizer & Co., New York City
- Maj. Gen. John J. Lane*, Commanding, Military Traffic Management and Terminal Service, Department of the Army
- George S. Marsalek*, Director, Transportation Management Division, General Services Administration
- Allen J. O'Brien*, Director, Traffic Service, Aerospace Industries Association of America
- Charles O'Leary, Jr.*, Traffic Manager, The Proctor-Silex Corp., Baltimore
- Dr. E. G. Plowman*, Business Logistics Consultant, Portland, Maine
- Dr. Myles E. Robinson*, Professor of Transportation and Marketing, The American University
- Joseph C. Scheleen*, Editor, "The Traffic World"
- Durward Seals*, Traffic Manager, United Fresh Fruit and Vegetable Association

TRANSPORTATION INSTITUTE SCHEDULE FOR 1968-69

- Urban (Metropolitan) Transportation Conference
3 day session May 1968
- 22nd Air Transport Management Institute
October 21-November 1, 1968
- 23rd Railroad Management Institute
January 13-24, 1969

The book **Coordinated Transportation—Problems and Requirements**, an analysis based on the papers and discussions of the five Workshop Conferences on Coordinated Transportation held by The American University's Transportation and Logistics Program will be available early in 1968. For further information contact Dr. Marvin L. Fair, Director, Transportation and Logistics Program, The American University, 1901 F St., N.W., Washington, D.C. 20006, Telephone: 783-4940.

APPLICATION AND REGISTRATION

20th Anniversary Physical Distribution Management Institute

and

First International Physical Distribution Forum

March 13 through March 20, 1968

Name of Registrant Home Tel.:

Home Address of Registrant..... Zip Code

Registrant's present position, name and address of sponsoring firm.....
.....
..... Bus. Tel.:
..... Zip Code

Fee: \$350. Organizations selecting enrollees may apply by letter. (See Registration Procedure.)

Check for \$..... payable to The American University attached ☐.

Accommodations: ☐ Will make own arrangements; ☐ Desire reservations at Woodner Hotel (indicate room preference, number of persons, arrival time).....

Mail applications to: Director of Transportation and Logistics Institutes. The American University, 1901 F St., N.W., Washington, D. C. 20006. Fee or statement of official approval for attendance must be received before enrollment can be assured. (Applications are subject to approval by The American University.) Military officers must submit two copies of travel orders.

APPLICATION AND REGISTRATION

First International Physical Distribution Forum

March 15 and 16, 1968

Name of Registrant Home Tel.:

Home Address of Registrant..... Zip Code

Registrant's present position, name and address of sponsoring firm.....

..... Bus. Tel.:
..... Zip Code

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See reverse side for Institute and Forum Registration

GENERAL INFORMATION

ADMISSION: The Institute is an executive development program for those who are preparing for advancement to larger responsibilities.

METHOD OF INSTRUCTION: The basic procedure will be that of a workshop. Following each session's presentation, the work-groups determine major issues, which become the basis for general discussion in concluding each half day session. The closing half day is devoted to reports on key issues and questions covered in the program. Answers result in a summary report of the Institute. Morning Session: 9:00 a.m. to 12:30 p.m. Afternoon Session: 1:40 p.m. to 5:00 p.m. unless otherwise specified.

LOCATION OF INSTITUTE: All sessions will be held in the Woodner Hotel, 3636 16th Street, N.W., Washington, D. C. 20010. Tel. No. (202) HU 3-4400.

CORRESPONDENCE: Address to Director, Transportation and Logistics Institutes, The American University, 1901 F Street, Northwest, Washington, D. C. 20006.

COST OF INSTITUTE AND FORUM: Fee of \$350.00 covers both Institute and Forum. Fee of \$50.00 covers registration for Forum only. (Fees include instructional materials, lunches and scheduled dinners.)

REGISTRATION: Send by letter or attached application, or telephone (202) 783-4940. Make checks payable to THE AMERICAN UNIVERSITY. Letter of approval by superior must be received before enrollment can be assured. (Military officers are required to submit two travel orders.) Full refund will be made when notice of cancellation is received prior to Monday, March 11, 1968.

ACCOMMODATIONS: It is recommended that reservations be made at the Woodner Hotel. Special rates of \$10 per day single, \$14 twin room, have been arranged. If necessary, contact us for assistance.

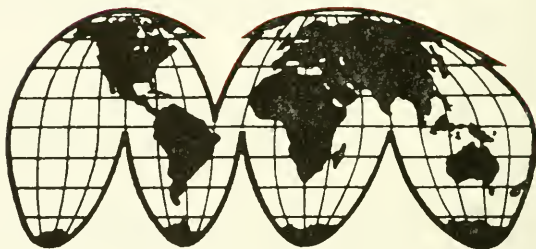
INFORMATION: Brochures, applications, and further information, including information about the First International Physical Distribution Forum, may be obtained from Mrs. Mary Otteson, Secretary, Transportation and Logistics Program, The American University, 1901 F Street, Northwest, Washington, D. C. 20006. (202) 783-4940.

First

INTERNATIONAL PHYSICAL DISTRIBUTION FORUM

March 15-16, 1968

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THE AMERICAN UNIVERSITY
School of Business Administration
Transportation and Logistics Program
Washington, D. C. 20006

Co-sponsor:



National Council of Physical
Distribution Management

The
AMERICAN
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Lucy Webb Hayes
School
of
Nursing



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INDIANA

